



American College of Health Care Administrators  
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**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**ACHCA Winter Marketplace Conference Will Provide  
Leadership Strategies for LTC Leaders**

**Alexandria, VA – September 21, 2012** –The American College of Health Care Administrators (ACHCA) is expecting over 200 long term care professionals to attend the 19<sup>th</sup> Annual Winter Marketplace, November 30 – December 2, 2012 at The M Resort Spa and Casino in Las Vegas, Nevada. With more than 35 hours of educational sessions, attendees will have a variety of ways to learn new trends, gather best practices and gain new insights. The conference theme, *Reaching for the Gold: The Leadership Edge*, sets the stage for LTC leaders to explore strategies to enhance their leadership skills and improve the long term viability of their organizations.

Keynote speaker Dr. Michael E. Frisina, an internationally recognized leadership expert, speaker, and author of *Influential Leadership – Change Your Self, Change Your Organization, Change Health Care*, will address the challenges faced by long term care administrators and the leadership skills they need to rise above those challenges. Influential leadership provides a higher level of individual performance, more productive organizations, and the achievement of higher results in all core measurement indicators. The keynote presentation, *Influential Leadership*, will be on Friday, November 30, 8:45am-9:45am.

Plenary speaker David Farrell is Co-author of *Meeting the Leadership Challenge in LTC: What You Do Matters*. Mr. Farrell will address how leaders' own actions play a significant role in creating the person-centered culture needed for organizational success. This session presents a new approach to leadership that offers proven, practical strategies participants can immediately implement to engage the staff, improve care, and achieve high customer satisfaction. The plenary session, *Meeting the Leadership Challenge in LTC: What You Do Matters*, will be on Saturday, December 1, 1:15 pm - 2:15 pm.

Celebrating 50 years of excellence (1962-2012), the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's long term care administrators and executives. Focusing on advancing leadership excellence, ACHCA provides professional education and certification to administrators from across the spectrum of long term care. For more information about ACHCA and the 2012 Winter Marketplace, call the national office at (202) 536-5120 or visit [www.achca.org](http://www.achca.org).

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